

1 of 5

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY

Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU-F	6A-7A		:30	\$1,000.00	08/21-08/24	4	1	4	\$4,000.00	
		Buyline Comment: WAKE UP										
	2	TU-F	7A-9A		:30	\$1,500.00	08/21-08/24	8	1	8	\$12,000.00	
		Buyline Comment: TODAY SHOW										
	3	TU-F	9A-10A		:30	\$900.00	08/21-08/24	4	1	4	\$3,600.00	
		Buyline Comment: TODAY SHOW II										
	4	TU-F	10A-11A		:30	\$450.00	08/21-08/24	8	1	8	\$3,600.00	
		Buyline Comment: TODAY SHOW III										
	5	TU-F	11A-12P		:30	\$325.00	08/21-08/24	6	1	6	\$1,950.00	
		Buyline Comment: RACHEL RAY										
	6	TU-F	12P-1230P		:30	\$425.00	08/21-08/24	4	1	4	\$1,700.00	
		Buyline Comment: NEWS										
	7	TU-F	430P-5P		:30	\$700.00	08/21-08/24	4	1	4	\$2,800.00	
		Buyline Comment: NEWS										

3 of 5

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart	
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	19	SU	6A-7A		:30	\$325.00	08/26-08/26	3	1	3	\$975.00		
			Buyline Comment: NEWS										
	20	SU	7A-8A		:30	\$625.00	08/26-08/26	2	1	2	\$1,250.00		
			Buyline Comment: SUN TODAY										
	21	SU	930A-10A		:30	\$500.00	08/26-08/26	1	1	1	\$500.00		
			Buyline Comment: CHRIS MATHEWS										
	22	SU	5P-630P		:30	\$650.00	08/26-08/26	2	1	2	\$1,300.00		
			Buyline Comment: NEWS										
	23	SU	5P-6P		:30	\$5,000.00	08/26-08/26	2	1	2	\$10,000.00		
			Buyline Comment: NFL PRE-SEASON										
	24	SU	11P-1135P		:30	\$1,100.00	08/26-08/26	1	1	1	\$1,100.00		
			Buyline Comment: NEWS										
	25	SU	1135P-12A		:30	\$400.00	08/26-08/26	2	1	2	\$800.00		
			Buyline Comment: SPORTS/VEGAS										
	26	M	6A-7A		:30	\$1,000.00	08/27-08/27	1	1	1	\$1,000.00		
			Buyline Comment: WAKE UP										
	27	M	7A-9A		:30	\$1,500.00	08/27-08/27	1	1	1	\$1,500.00		
			Buyline Comment: TODAY SHOW										
	28	M	9A-10A		:30	\$900.00	08/27-08/27	1	1	1	\$900.00		
			Buyline Comment: TODAY SHOW II										
	29	M	10A-11A		:30	\$450.00	08/27-08/27	2	1	2	\$900.00		
			Buyline Comment: TODAY SHOW III										

Station KSNV-TV LAS VEGAS, NV.

Advertiser () .RESTORE OUR FUTURE

Product RESTORE OUR FUTURE

Estimate# 548

Buyer KAREN BENCKINI

Phone#

Fax#

Agency () MENTZER MEDIA

600 FAIRMONT AVE, S#306

TOWSON, MD 21286

Agency C/P1/P2/E //548

Flight Dates 08/21/2012 - 08/27/2012

Hiatus Weeks

Rep Firm

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	30	M	11A-12P		:30	\$325.00	08/27-08/27	2	1	2	\$650.00	
			Buyline Comment: RACHEL RAY									
	31	M	12P-1230P		:30	\$425.00	08/27-08/27	1	1	1	\$425.00	
			Buyline Comment: NEWS									
	32	M	430P-5P		:30	\$700.00	08/27-08/27	1	1	1	\$700.00	
			Buyline Comment: NEWS									
	33	M	5P-630P		:30	\$1,200.00	08/27-08/27	2	1	2	\$2,400.00	
			Buyline Comment: NEWS									
	34	M	630P-730P		:30	\$1,300.00	08/27-08/27	2	1	2	\$2,600.00	
			Buyline Comment: JEOPARDY/WHEEL									
	35	M	730P-8P		:30	\$1,000.00	08/27-08/27	1	1	1	\$1,000.00	
			Buyline Comment: FACE TO FACE									
	36	M	11P-1135P		:30	\$1,100.00	08/27-08/27	2	1	2	\$2,200.00	
			Buyline Comment: NEWS									
	37	M	1135P-1235A		:30	\$750.00	08/27-08/27	2	1	2	\$1,500.00	
			Buyline Comment: TONIGHT SHOW									

---REPORT TOTALS---

Report Totals: 117 / \$107,125.00

---SALES MONTHLY TOTALS---

Aug 12: 99 / \$91,350.00 Sep 12: 18 / \$15,775.00

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Advertiser ().RESTORE OUR FUTURE

Product RESTORE OUR FUTURE

Estimate# 548

Buyer KAREN BENCKINI

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Flight Dates 08/21/2012 - 08/27/2012

Hiatus Weeks

Rep Firm

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Sales Totals: 117 / \$107,125.00
Station Totals: 117 / \$107,125.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$334,766	CATV	0%	KBLR	0%	KINC	0%	KLAS	36%	KSNV	32%
		KTNV	14%	KTUD	0%	KVCW	3%	KVMY	5%	KVVU	10%
		XXXX	0%								

---COMPETITIVE COMMENTS---
SHARES ESTIMATED

Books JUL12
Demos RA35+

--- CREDIT RISK ---
CASH IN ADVANCE